In the Cross Reference to Related Application:

Please replace the present paragraph with the following:

This application is a divisional application of U.S. Patent Application Serial No. 09/551,985 filed April 15, 2001 entitled "Rotating Label System and Method" which is a continuation-in-part of commonly assigned U.S. Patent No. 6,086,697 issued July 11, 2000 and entitled "Rotating Label System and Method" by Stephen M. Key, the disclosure of which is hereby incorporated by reference. The present application is also related to and incorporates by reference the following patents and patent application: (i) U.S. Patent No. 6,237,269 issued May 29 ,2001 for an invention entitled "Roll-Fed Method for Constructing a Rotatable Label System"; (ii) U.S. Patent No. 5,809,674 issued September 22, 1998, entitled "Apparatus and Method For Increasing An Effective Information Carrying Surface Area On A Container"; (iii) U.S. Patent No. 5,884,421 issued March 23, 1999 entitled "Apparatus and Method for Constructing a Rotatable Label Device"; (iv) U.S. Patent No. 6,129,802 issued October 10, 2000, entitled "Rotatable Label System and Method for Constructing the Same"; and (v) U.S. patent application number 09/247,245 filed February 9, 1999 entitled "Rotatable label System Including Tamper-Evident Feature And Method For Constructing Same".

In the Specification

Please replace paragraph 2 on page 7 with the following:

An adhesive 110, such as glue droplets or dots, is disposed on the outer label back surface 102 adjacent to a label leading edge 112 for temporarily adhering the outer

label 100 to the inner label 205 as discussed below. In one embodiment, the adhesive 110 is a temporary adhesive. Alternatively, the adhesive 110 is disposed on the inner label front surface 272. In another embodiment, there is no inner label 205 and the adhesive 110 is disposed directly on an exterior surface of the container 200. Further note that instead of temporary adhesive, other materials or methods may be used to temporarily adhere the outer label 100 to the inner label 205 such as water, static electricity or pressure. An advantage to using adhesive alternatives is that it makes recycling of the inner label 205 and outer label 100 easier.

Please replace paragraph 3 starting on page 8 with the following:

As shown in FIG. 2, the outer label 100 is temporarily adhered to the front surface 272 of the fixed inner label 205 by the adhesive 110 to temporarily secure the outer label 100 to the container 200. Specifically, by adhering the outer label 100 to the inner label 205 with only the adhesive 110, the adhesive 110 acts to temporarily secure the outer label 100 to the container 200 (via inner label 205) while the outer label 100 is wrapped and secured about the container 200. The adhesive 110 is configured to permit the outer label 100 to be detached from the inner label 205 once the outer label 100 is secured about the container 200, such that the outer label 100 may be rotated relative to the inner label 205 and the container 200 as discussed below. It should be understood that while FIG. 2 illustrates the adhesive 110 as including three glue dots disposed on the outer label back surface 102, those skilled in the art will appreciate that different numbers, sizes, shapes and patterns of adhesive 110 may also be effectively employed.